

ABSTRACT OF THE DISCLOSURE

White balance correction amounts are read from a region in which white balance correction amounts are recorded in a region in which print information is recorded in a smart media. An overall white balance correction average value is computed. From the white balance correction average value, an AWB additional control amount which is to be additionally corrected at a digital still camera is computed. A current AWB additional control amount and the above AWB additional control amount are multiplied to determined a new AWB additional correction amount which is set in the camera. Similarly, a correction circuit, a γ conversion circuit, a YCrCb matrix circuit, and a contour correction circuit are set on the basis of a brightness correction amount, a gradation correction amount, a tint correction amount, and a contour correction amount.